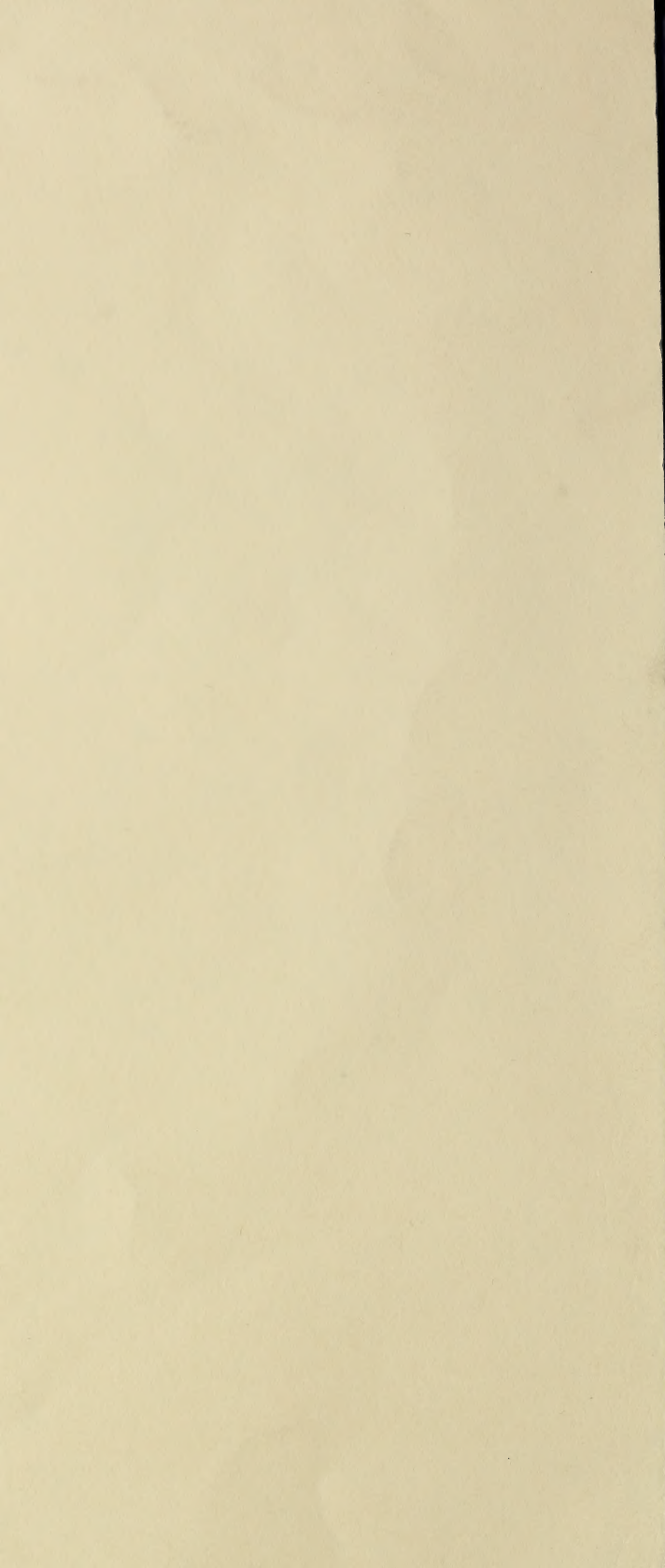


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627

CATALOG
— AND —
PRICE LIST
1908 & & 1909
ISLEWORTH
NURSERIES



1909

CHASE & COMPANY
P R O P R I E T O R S
J. W. HOARD, Manager
GOTHA, FLORIDA

CATALOG

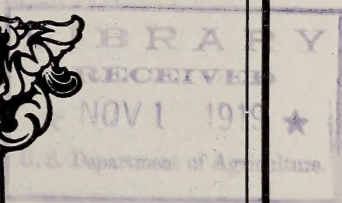
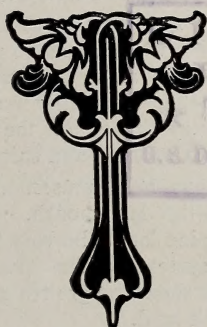
== AND ==

PRICE LIST

1908 ♪ ♪ 1909

ISLEWORTH

NURSERIES



== CHASE & COMPANY ==

P R O P R I E T O R S

J. W. HOARD, Manager

GOTHA, FLORIDA

ANNOUNCEMENT

THE ISLEWORTH NURSERIES were started about six years ago in a small way by Chase & Co., owners of the Isleworth Groves, with the view of growing trees for their own use in enlarging their groves. From this small beginning we have been induced to constantly increase our stock of trees to meet the increasing demand from people who saw our trees both in the nursery and in the groves, until at the time of issuing this, our first complete catalog, we have over 100,000 trees in nursery form.

While we may not grow trees as extensively as some other nurseries, we do claim to grow as fine trees as can be produced by ample means, the most desirable land, and backed by twenty-five years' practical experience in every branch of the business, from planting the seed to packing and shipping the trees.

The photographs here presented were taken on our place within the last month. All our nursery stock is on high pine land, the very finest for producing perfect root systems. The photographs of the young grove trees show the growth made without fertilizer on hammock land.

You will notice from our list that we do not carry a multitude of varieties, which only tends to confuse the mind of the buyer and often leads him to make selections which will afterwards cause him much disappointment and loss. The day of freaks and fancies in the selection of varieties is past, and the man who is looking for maximum return on his investment in land and labor will want only those varieties which have proven to be profitable.

Messrs. Chase & Co., as business men, are too well known to the fruit growers of Florida to need any introduction. They have been largely engaged in buying and shipping Florida fruits and vegetables for many years, and their name in connection with this nursery is a guarantee of fair business dealing.

We wish to extend our thanks to those who have favored us with their orders in the past, and assuring them of prompt, careful treatment in the future, we are

Yours respectfully,

ISLEWORTH NURSERIES,

J. W. HOARD, Manager.

TERMS OF BUSINESS

Location—Our nurseries are located at Waco station, on the Atlantic Coast Line Railroad, in the lake region of west Orange county, midway between Apopka and Kissimmee.

Long Distance Telephone in our office.

Waco is a freight and express office.

Telegrams should be sent to Orlando, Fla., to be 'phoned out to us.

Visitors—We hereby extend an invitation to prospective purchasers to call and look over our stock.

Agents—Place no orders with agents claiming to represent us, unless they can show proper credentials from us.

Club Orders—In order to save transportation charges and secure lower prices on trees, on account of larger orders, neighbors can sometimes club together and place their orders as one.

Application of Prices—Five, fifty and five hundred trees at ten, hundred and thousand rates respectively.

Terms—Cash with order, if for immediate shipment. On orders booked in advance of the shipping season, a deposit of twenty per cent is required. Balance payable when trees are ordered shipped. We do not care to ship trees C. O. D.

Remittances should be made by Bank Draft, Express or P. O. Money Order, payable to J. W. Hoard, Manager.

Shipping Directions should be plainly written. Kindly indicate whether shipment is to be made by freight or express.

Our stock is properly packed with sphagnum moss in boxes and bales, and guaranteed to arrive in good condition.

Transportation at Purchaser's Risk and Expense—Purchaser must pay all transportation charges and our responsibility ceases when trees are delivered in good condition to forwarding companies. Claims for losses or damages must be made upon the latter. We will, however, assist purchasers in tracing shipments delayed in transit, if notified.

Time of Shipment—Unless otherwise instructed orders received during the shipping season will be forwarded as soon as possible, and orders booked in advance will be shipped upon notice from purchaser.

Shipping Season—While the regular shipping season is from November to March, citrus trees can be shipped any time of the year, but when shipped during hot weather should always go by express.

Selecting Varieties suited to different localities is of great importance. We are always glad to aid cus-

tomers in their selections when so desired and will cheerfully furnish additional information in regard to adaptability of particular varieties to different soils and locations.

Substitution—Most customers desire us to substitute where sizes or varieties ordered are exhausted, and unless otherwise instructed we will substitute when necessary. If, however, you do not wish us to substitute, we will gladly refund remittance sent if so instructed in your order.

We Guarantee all stock sent out to be well rooted, well grown, free from insect pests, true to name,



Two-Year Buds
Showing Perfect Root System

properly packed and shipped according to instructions. Our liability is limited in amount to the original price received.

Claims—While we exercise every care, if by any possibility errors should occur, we will promptly rectify them if notified within ten days after receipt of goods.

PRACTICAL INFORMATION FOR PLANTERS

Care of Trees Upon Arrival

When your trees arrive take them out of boxes or packing cases, shake all the moss or other packing material out from among the roots, sprinkle roots freely

with water and heel in immediately in a cool, shady place till your land is ready to receive them. If this heeling in has been well done, plenty of water used and a good shade provided, the trees may remain here a week to ten days with perfect safety.

Never under any circumstances allow your tree roots to be exposed to wind or sunshine, but keep well sprinkled and covered with wet blankets or sacks until planted.

Selection of Land

We will not devote much time or space to this subject, as we take it for granted that a man consulting a nursery catalog, with a view to placing an order for trees, has already selected his land, and therefore needs no information of this kind. We will say a few



One-Year Orange Buds

words, however, along this line which may be beneficial to some of our customers. The orange tree will adapt itself to various conditions and surroundings, and, given intelligent care and cultivation, will thrive on almost any kind of land we have in Florida, with the possible exception of white sandy scrub, prairie land and palmetto flats, underlaid with "hard pan."

The very best land for an orange grove is medium high pine, or medium high hammock—not too high nor too low—and with a grayish or yellow subsoil. This is the kind of land upon which most of the famous old groves were planted.

JENSEN, FLA., July 10, 1908.

Isleworth Nurseries, Chase & Co., Proprietors, J. W. Hoard, Mgr., Gotha, Fla.:

As I will be needing some more Orange and Grapefruit trees for this coming winter's planting, I wish to advise you in advance, although I have not fully decided on exactly what I shall set as to the varieties. The 540 I had from you last winter were the cleanest and most perfect trees I have ever seen come from a nursery in my 25 years in the State. I only watered them twice and lost but one tree. They have made an excellent growth, despite the almost continuous drouth since time of planting. I cannot recommend your goods too highly.

Yours truly,
W. R. HARDEE,

Proprietor Golden Hope Pinery.

An orange grove may do well on low wet land for a few years and be in a measure profitable, but is likely to become sickly and disappointing at about the age when it should be yielding the best returns. Trees budded on sweet orange roots should never be used on this kind of land.

Sour stocks are more resistant to foot rot and other diseases which are liable to attack trees on wet land. Rough lemon is also good, but will not bear deep plowing on this kind of land, as most of the roots are near the surface.

Proper Distance for Planting

The distance you plant your trees should be governed by the kind and quality of your land, and also by the variety of trees you are using. Varieties originating from Florida seedlings usually make large, spreading trees and should be planted at least 25 feet apart each way. Most of the imported varieties are of smaller growth and may be planted as close as 20 feet. Trees may be planted closer on moist land or where they can be irrigated than on high, thirsty land. We plant most of our trees 21x21 feet, which gives just 100 trees per acre. 25x25 feet gives 70 trees per acre.

Method of Planting

Get your land in good condition by plowing and harrowing thoroughly; then stake it off, setting a stake where each tree is to stand, being careful to get stakes lined up in straight rows each way. In digging the holes be sure and get them wide enough to accommodate the roots of the trees without bending or doubling them up. Never plant a tree lower than it grew in the nursery, and on low, damp land, they should be raised 3 to 6 inches higher. Where the land is very low or where water is likely to stand on or near the surface during the rainy season, the

KISSIMMEE, FLA., July 27, 1908.

Mr. J. W. Hoard, Manager Isleworth Nurseries, Gotha, Fla.:

DEAR SIR: I will be in the market for some more Orange and Grapefruit trees for next fall and winter planting, and I wish to advise you in advance, and ask you not to forget me under any circumstances. I have not yet fully made up my mind as to the varieties, but will let you know in time.

The seven hundred trees that I bought of you last winter were perfectly satisfactory in every way, and have made a fine growth in spite of the almost continuous drouth since they were planted.

I take pleasure in recommending your trees to anyone contemplating planting a grove.

Yours truly,
JNO. M. LEE.

[Mr. Lee is one of Osceola County's most prominent citizens. He held the office of county clerk for many years and is president of the Lee-Parsons Cattle Co.]

earth should be thrown up in beds or wide ridges—as wide as the distance between the rows of trees—and the trees planted along the tops of the ridges with a water furrow in the middle between each two rows.

Each tree should have at least three gallons of water, at the time of planting, to settle the dirt around the roots. After the water has soaked in cover with a few inches of dirt to prevent evaporation and scalding. Each tree should be mulched with straw, leaves or grass, but in the absence of mulching material throw up a wide, low bank of dirt around the tree to hold the moisture and protect the roots from the hot sun. These banks may be gradually removed in working the trees.

Pruning

Unless otherwise instructed we always prune trees ready for planting. It is characteristic of a newly planted orange tree in starting to grow to put out a bunch of vigorous sprouts at the base of the bud near the ground. These bottom sprouts should be removed from time to time and the growth all forced into the upper branches; otherwise most of the growth will be made at the ground at the expense of the top of the tree.

Cultivation

A young orange grove should be well cultivated for the first and second year and kept free from weeds and grass. After the second year a crop of cow peas, beggar weed or grass may be grown in the middle of the spaces between the rows, after the beginning of the rainy season, but never during the dry months.

Fertilizing

We do not recommend fertilizing a tree at time of planting. When the tree is well established and starts to grow, it should have about one pound of some good standard, young tree fertilizer scattered around in a circle 5 to 6 feet wide or $2\frac{1}{2}$ to 3 feet from the tree and well worked into the soil. This application may be repeated at intervals of about three

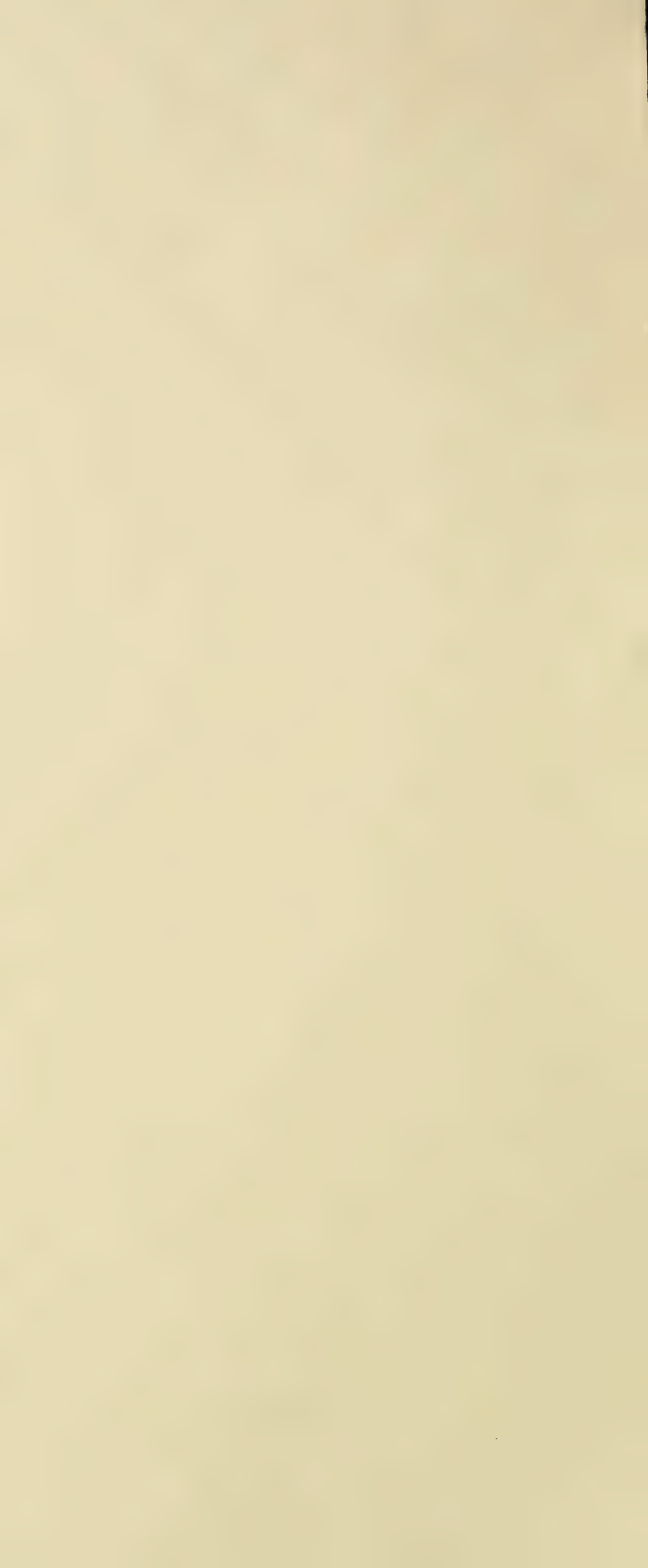
ORLANDO, FLA. Aug. 12, 1908.

Mr. J. W. Hoard, Manager Isleworth Nurseries:

DEAR SIR: Within the past two years I have used over 2,000 trees from your nursery, and take pleasure in saying they were all as fine, well grown, clean and healthy a lot of trees as I have ever had and have made fine growth in spite of the exceptionally dry weather this spring and last. I can cheerfully recommend your trees to any one who may want first class trees at reasonable prices.

Yours truly,
JOHN T. FULLER.

[Mr. Fuller is the largest orange grower in Orange County, and owns the finest irrigation plant in the State.]





Block of Grapefruit Buds—Two Months Old

months during the growing season. These applications may be increased the second year to two or three pounds, according to the fertility of the land and size of trees.

Irrigation

A talk on irrigation in a nursery catalog is unusual and may seem a little out of place, but nevertheless, the subject is one of vital importance to the fruit and vegetable growers of Florida, and has been attracting a great deal of attention for the past two or three years. We have had 50 acres under irrigation for three years and have proved to our own satisfaction,

by actual test, that the fruit grower who has the necessary means cannot put it to better use than installing an irrigating plant, and carrying his trees safely through the terrible drouths which we have had to contend with for the past two or three years.

A description of our irrigating plant, and a few remarks on cheap and efficient irrigation, may be found in the annual report of the State Horticultural Society for 1908. The writer has had a good deal of practical experience along this line, and will be glad to give the benefit of this experience to any of our customers who may be interested in the subject of irrigation.



Block of Parson Brown Buds—Two Months Old

ORANGES

The value of the Orange and other citrus fruits as a safe investment is already so well established that the subject needs but little mention.

In offering the varieties below we do so with the assurance that they will prove entirely satisfactory. All varieties which have proven uncertain have been eliminated. Those we offer cover the entire ripening season from the earliest to the latest.

PRICES ON ORANGES

On Sour Orange and Rough Lemon Stock

	Each	Per 10	Per 100	Per 1000
3 to 4 feet.....	\$ 35	\$3 00	\$25 00	\$225 00
4 to 5 feet.....	45	4 00	30 00	275 00
5 to 7 feet.....	50	4 50	35 00	325 00
2 years, branched.....	60	5 50	45 00	400 00

VARIETIES

BOONE'S EARLY. Medium size; thin skin; quality good; ripens and colors very early. Introduced by Mr. C. A. Boone, of Orlando.

CARLETON SEEDLESS. The budwood of this variety was procured from a seedling tree in the grove of Mr. Carleton at Wauchula, Florida. Like all other Florida varieties it is a strong, vigorous grower, and while commencing to fruit at an early age, makes a large tree in a short time. The fruit ripens very early, showing fine color in October, is entirely seedless, and unlike most other seedless varieties has a solid axis; the color is of distinct reddish tinge and of fine flavor. It will retain all of its flavor and juices until March. We recommend this variety without the least hesitation for general grove use.

ENTERPRISE SEEDLESS (or Starke Seedless). Our buds came from the original tree. Size medium to small; quality good, nearly seedless; tree of vigorous growth and a good bearer. Ripens early.

HART'S LATE (Tardiff). Next to the Valencia Late, this is the best late variety; ripens in May, hangs on trees in good condition until July; fruit medium to large; slightly oval; smooth, heavy and juicy; flesh solid and fine; flavor good; color light orange; very few seeds; tree attains large proportions. This variety is adapted to all southern locations and to Cuba especially.

HOMOSASSA. Fruit medium to large; very smooth; thin skin; round in shape; good shipper; flesh fine-grained, sweet and juicy. One of the best varieties for all parts of Florida, Cuba and Louisiana. Tree grows to an immense size, is very prolific, has no off seasons. We recommend this variety to all who want a strictly high grade fruit.

JAFFA. Fruit medium in size; oval in shape; very smooth, thin skin; somewhat resistant to rust mite; usually bright and glossy; flesh fine of texture, rich, melting and of fine flavor; practically seedless; one of the best varieties; does not bear young, but is prolific after trees attain good size. Ripens midseason.

LAMB'S SUMMER. Tree of medium size; thrifty, compact head; leaves long and pointed; very prolific, bears second year from bud; fruit medium in size, oblong in shape, very heavy and juicy; flesh deep, rich color, firm and good flavor. Rind thin, but very tough and is light yellow in color. This is known as a summer fruit, but it is not unusual to find a crop of bloom, a crop of half-grown fruit and a crop of ripe fruit on the tree at one time. Grown in tubs it makes a beautiful ornamental plant, bearing almost the whole year round.

PARSON BROWN. Is one of the very best and most profitable of the varieties; size medium to large; slightly oblong and smooth, thin skin; solid, juicy and of good flavor. We always commence shipping our Parson Brown the first of October. Fruit should be shipped not later than January 1st, as it loses its flavor if held too long. This is a heavy and prolific fruiter, of strong, vigorous growth, and should be planted at least twenty-five feet apart.

PERNAMBUCO. This variety has not been advertised, but we have tested it for a number of years in our own groves, and it has proved highly satisfactory. Tree of strong, vigorous, upright growth, entirely thornless, leaves unusually large, broad, dark green and glossy, very much resembling the Jaffa, but a much handsomer tree. Fruit medium in size, oval in shape; skin thin and very smooth; very few seeds; excellent flavor; prolific bearer af-



One-Year Buds

First, Second and Third Grades—The Only Grades We Handle

The boy in above photograph is 5 ft. 10 in. high.

ter trees have attained good size; ripens early. We consider this one of the best varieties for general planting.

PINEAPPLE. Is the most prominent variety of the present time; originated several years ago at Citra, Fla., and largely used throughout the Orange Lake district, it has now become a general favorite all over the State. It is universally considered our best midseason variety. Can be grown anywhere that any orange grows on Sour Orange or Rough Lemon stock. Fruit slightly oval to round, bright, reddish tinge when ripe; rich, melting and juicy and of finest flavor; very heavy and solid; skin tough and smooth and one of the best shippers known. Ripens in January and hangs on tree in good condition as late as May 10. Trees of strong, upright growth.

RUBY. Medium in size, averaging 176 to crate; fruit very fine grained; few seeds, if any; sweet, melting and of exquisite flavor; when ripe is streaked or mottled and often becomes blood red, showing a reddish blush through the skin. This is the best of all blood varieties, and all of the

others have been discarded from our list. It should be planted in such quantities that the fruit can be shipped separately in car lots, in order to get the best prices. Ripens midseason.

ST. MICHAEL. (Paper Rind.) Tree vigorous and of excellent habit; few thorns; bears young and is very prolific; fruit small to medium, round, very solid and heavy; skin very thin, smooth and of fine texture; color pale, almost lemon. Abundant juice, excellent flavor; ripens in January; shipping qualities the best and a most excellent variety.

TANGERINE. This variety is too well known to require any lengthy description. Belongs to the Mandarin family; small to medium; flat; skin separates freely from the flesh; juicy, aromatic and spicy in flavor; color deep red. Rind smooth and of fine texture, nearly always bright. Strong, vigorous grower. Fruit ripens early in December; quality excellent. No grove is complete without some of this variety.



Valencia Late Graft—15 Months Old

VALENCIA LATE. Trees of very fine and vigorous growth, few thorns, comes into bearing early and bears heavily every year. Fruit of medium size, oval in shape, solid and heavy; rind medium color, rather thin and of very strong texture. Flesh of deep and very rich color; grain fine, firm and crisp, abundant juice, excellent flavor, a quality that suits the hot months. This is the best of the late varieties and we are making it a specialty. Valencia Late is destined to become the greatest money-maker of the citrus family when planted in protected localities in Central and South Florida and Cuba, where the fruit can be safely held through the winter. The income from Valencias will easily double that from any of the other early or midseason varieties. Shipping season in Florida is in May and June. We made our last shipment in the latter part of June this year.

WASHINGTON NAVEL. Tree almost thornless; strong grower; does best when propagated on rough lemon stock, but is considered a shy bearer in Florida. Fruit large; red orange in color; skin thick, smooth and tough; entirely seedless; flesh tender, juicy and sweet; flavor and quality good; peculiarly marked at blossom end.

GRAPEFRUIT

The Grapefruit is one of the citrus fruits that man has never been able to improve upon, for the reason that the old Florida Grapefruit is perfect and therefore cannot be improved upon. It was from one of the



Florida Grapefruit Bud—Two Years From Planting

very best old seedling trees in our groves, producing the very finest fruit possible, that a large part of our budwood was taken. The trees produced from these buds we list as Common Florida Grapefruit.

KISSIMMEE, FLA.

Mr. J. W. Hoard, Gotha, Fla.:

DEAR SIR: The hundred trees, with extras gratis, were duly received. They were finely packed, judiciously trimmed, and the cleanest limbed and largest trees I've had for the money, and I've ordered and had many of them the twenty-five years I've lived here. Indeed you may safely invite nursery inspection. The extras are duly appreciated and I'm very proud of a little grove all my very own. I hope you merited success and that you'll add other fruits than citrus and mayhap jasmines and roses, etc.

Very truly,

MRS. JUDSON STEFFE.

Our entire crop of Grapefruit sold this past season at an average of \$4.33 per box, f. o. b.

PRICES ON GRAPEFRUIT

On Rough Lemon and Sour Orange Stock

	Each	Per 10	Per 100	Per 1000
3 to 4 feet.....	\$ 40	\$3 50	\$30 00	\$250 00
4 to 5 feet.....	45	4 00	35 00	300 00
5 to 7 feet.....	55	5 00	40 00	350 00

COMMON GRAPEFRUIT. A perfect Grapefruit in every sense of the word; fruit large in size; very smooth and bright; slightly flattened in shape; heavy and full of juice; and of the finest quality and flavor, hanging on the trees in perfect condition until August.

CONNER'S PROLIFIC. This variety was introduced by Mr. O. W. Conner of Tangerine, Fla., and if there has been any improvement on the old seedling it is this variety. Fruit large in size, packing from 36 to 48 to box, when trees are well developed; silvery in color, nearly always bright and glossy; skin smooth and even; well rounded, but slightly flattened in shape; ripens in January and February. Tree extra large, giving great bearing capacity; does not bear in clusters, should not be planted closer than twenty-five feet apart each way. It has all the admirable characteristics of the true Florida Grapefruit, which is second to none.

SILVER CLUSTER. Originated in Lee county from a seedling tree. Fruit medium in size, smooth but rather thick; trees of medium size, low head, compact growth. Can be planted closer than other varieties; rather hardy, bears in clusters. This is a good variety for general planting.



Grapefruit Buds—Two Months Old

Note Bearing Qualities. All Our Budwood is Cut From Old Bearing Trees

WALTERS. Medium to large, averaging 50 to box; fruit of fine appearance and good quality; skin bright and clean; tree vigorous and prolific; ripens in December.

DUNEDIN, FLA., Aug. 8, 1908.

Mr. J. W. Hoard, Gotha, Fla.:

DEAR SIR: I am uncertain as to whether I have answered your letter of July 24th, but will take this opportunity to say that the trees I received from you were first-class in every particular and well packed.

Yours truly, L. B. SKINNER.

[Mr. Skinner is one of the largest growers and handlers of oranges in the State.]

LEMONS

PRICES ON LEMONS

On Sour Orange and Rough Lemon Stock

	Each	Per 10	Per 100
3 to 4 feet.....	\$ 40	\$3 50	\$30 00
4 to 5 feet.....	45	4 00	35 00

VILLA FRANCA. Fruit medium size. A very juicy, acid fruit of fine appearance. This has long been a leading variety and we consider it the best either for general planting or home use.

KUMQUATS

The Kumquat is a very unique little tree, producing miniature fruits resembling small oranges, and presents a very ornamental appearance, especially when loaded with golden yellow fruits during fall and winter. Trees frequently bear the first year in nursery rows. The fruit, rind and all, is edible, but it is used largely for table decoration and preserving and crystallizing.

The fruit often sells in the Northern markets as high as \$6.00 to \$10.00 per crate of 32 quarts.

PRICES ON KUMQUATS

On Rough Lemon and Sour Orange Stock

	Each	Per 10	Per 100
One-year Buds, 2 to 3 feet.....	\$ 50	\$4 00	\$30 00
Two-year " 3 to 4 feet.....	75	7 00	60 00

NAGAMI. (Oblong.) Size of fruit about 1½ inches long by 1 inch in diameter.

GOtha, FLA., Aug. 12, 1908.

Mr. J. W. Hoard, Manager Isleworth Nurseries:

DEAR SIR: I have been buying trees from your nursery for the past three years, using about 2,000 in all, and take this opportunity of saying they have all been well grown, clean and healthy, and have always been perfectly satisfactory in every respect.

Yours truly,
J. E. MOSELEY

[Mr. Moseley is well known throughout Orange and Osceola counties as an authority on orange culture, having large orange grove interests in both counties, and was county surveyor of Osceola for a number of years. There is no better judge of citrus nursery trees in Florida.]

OVIEDO, FLA., July 31, 1908.

Mr. J. W. Hoard, Gotha, Fla.:

DEAR SIR: The tangerine buds that you furnished me were well rooted, have grown off nicely, and are doing as well as could be wished.

I will very likely need some more tangerines on sour stock this fall, and will let you know how many in time for you to select and reserve for me.

Yours truly,
J. H. KING.

[Mr. King is a prominent grower and has just been elected representative from Orange County.]

BEARING TREES IN POTS AND TUBS

We have on hand a fine lot of bearing Orange and Kumquat trees in pots and tubs. Prices on these range from \$2.00 to \$3.00 each for potted trees and \$5.00 to \$10.00 each for trees in tubs. These trees are quoted F. O. B. cars here. Further particulars upon application.



Bearing Orange Trees Growing in Tubs

ORDER SHEET.

GOTHA, FLORIDA

☞ We substitute, unless instructed to the contrary, but never until the varieties or sizes ordered are exhausted, and in all cases cheerfully refund the money instead of substituting, if so requested when order is placed. If you do not wish us to substitute write "NO," -----

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send me by

PRICE

State

[illegible]



